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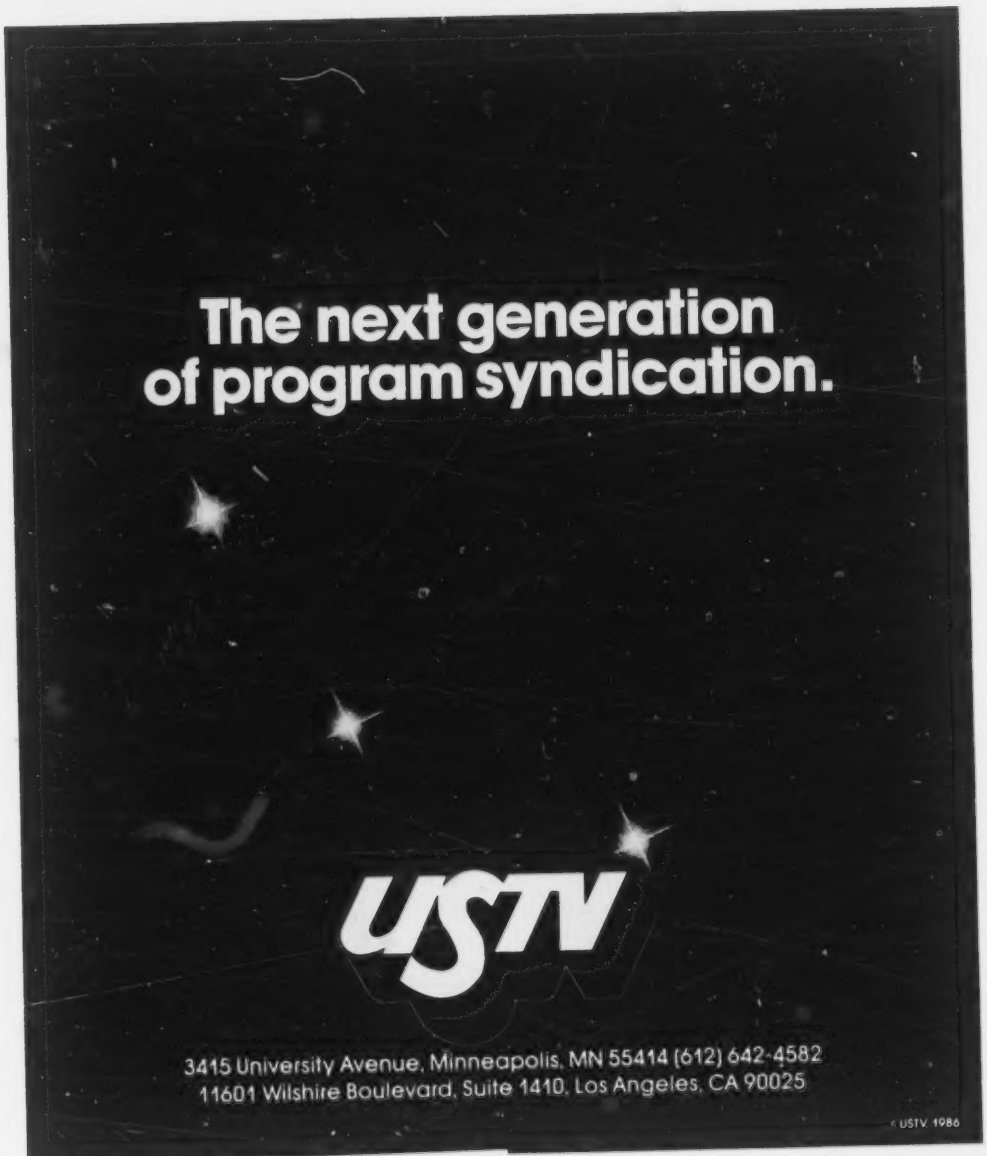
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 24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56th Year 1986

Small-craft warnings for TV trading

Vol. 111 No. 21

Broadcasting Nov 24

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A split decision from the FEC □ TVB coverage

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approached. "He's one of many people we have talked to" as a potential host for a late-night program, the spokesman said. But he stressed that the concept for the second weekday program (a once-a-week entry, not a strip, such as Rivers) was in "early, early development" and that the top priority is to launch the weekend prime time slate of programs, scheduled to roll out in March 1987.

The spokesman refused to say whom else Fox has approached or whom it has considered for the second late-night vehicle. The strategy is to develop a concept, produce and test the program in two or three markets, and if well received by audiences, place it on the national FBC schedule. It was unclear last week whether the FCC's obscenity inquiry into Stern's morning radio program, simulcast on Infinity Broadcasting's WXRK(FM) New York and WYSP(FM) Philadelphia (BROADCASTING, Nov. 17), would hurt his chances for the possible Fox show. Fox declined to discuss it.

Meanwhile, the early ratings returns for Fox's *Late Show Starring Joan Rivers* show that for the first four full weeks, the program averaged a 3.0 household rating, a full point less than FBC's guarantee, but about where most agencies thought it would be. Demographically, the show has started out better than some agencies were projecting. "It's running right about where we thought it would," said Mel Conner, senior vice president, director, network programing, DFS-Dorland. He said most agencies "were not thinking [Rivers] would beat Carson or run away with the time period. It's rare that a show like that gets off to an amazing start. It has to build an audience and grow. We are satisfied with the numbers. [Fox] felt it would do a four or a five but most advertisers expected a little less than that." Conner add-

NBC wins prime time and news in week eight

NBC took week eight (it has won the previous seven) of the prime time season (ended Nov. 16) with a 17.3/27, besting CBS's 15.8/25 and ABC's 15.1/24. NBC won the evening news race as well with a 12.7/22. CBS was next with a 12.4/21 and ABC had a 10.7/18. Last year the prime time order was the same, but the numbers were considerably higher. For week eight in 1985, NBC was in front with an 18.7/28. CBS was second with 17.2/26 and ABC had a 14.3/21. Last season's news winner was CBS with a 14.0/23. NBC took second place in that race with a 12.2/21 and ABC came in third with an 11.6/20.

HUT's (homes using television) were up for week eight a scant 0.3% over week seven. Week eight stood at 63.6% over the previous week's 63.3%. Week eight's HUT was down, however, when compared with last year's 66.3%. Expressed as actual homes, 1986's week eight percentage is equal to 55.6 million homes, also down from 1985's comparable 56.9 million.

The NBC Monday Night Movie, *Unnatural Causes*, captured viewer interest enough to give NBC a win at 9-11 p.m. The movie took viewers away from part two of CBS's *Monte Carlo* mini-series and *Monday Night Football*'s Miami-Cleveland game. *Unnatural Causes* ranked 17th with a 19.3/31. *Monte Carlo* was down the list, at 53d, with a 12.2/19. The football game came in at 22d with an 18.1/31. CBS took 8-9 p.m., however, when *Kate & Allie* beat NBC's *ALF* and the first half hour of ABC's *MacGyver* with a 19.5/29. CBS's *My Sister Sam*, which follows at 8:30 p.m., pulled an 18.2/27, beating *MacGyver*'s overall 14.9/23 and *Amazing Stories*, on NBC, which scored 14.3/21. For the night, NBC just barely took it away from ABC with a 17.9/27.8 over its competitor's 17.8/27.5. CBS, pulled down by the low 9-11 p.m. numbers, came away with only a 14.4/22.1.

Tuesday was a different story. ABC won the night handily, with a 21.5/33.1, while CBS took a 13.2/20.3 and NBC a 12.3/18.7.

Wednesday night was a dead heat between ABC and NBC—both networks came up with prime time averages for the night of 16.3. In terms of share, however, NBC had a slight edge—0.3 of a share point—at 25.6 to ABC's 25.3. CBS's average was 14.9/23.2.

Thursday still belongs to NBC. Week eight's fourth night closed out at 28.3/42.4 for the network, leaving CBS in second with less than half those numbers (13.1/20.0) and ABC with 11.6/17.4.

Friday was won by CBS's 19.1/31.3, over NBC's 14.5/23.6 and ABC's 11.9/19.5. NBC will be putting *L.A. Law* into *Hill Street*'s soon-to-be-former Thursday slot, and *Crime Story* will take over the Friday 10-11 p.m. slot. At 8-9 p.m., ABC's *Webster* and *Mr. Belvedere* beat the hour-long *Scarecrow and Mrs. King* on CBS and the one-hour *A Team* on NBC. *Dallas* on CBS took 9-10 p.m. with a 23.7/37 against *Miami Vice*'s 16.5/26. ABC's *Sledge Hammer!* and *Sidekicks* received a 10.1/16 and 9.8/15, resepctively.

NBC took Saturday as well with an evening average of 19.9/34.6. CBS's *Wizard* special and Saturday movie, *Dreams of Gold: The Mel Fisher Story* mustered up only an 11.0/19.3. ABC's special on *Life* magazine *Life: 50 Years* pulled the network's average up to 8.9/15.9, while the 8-9 p.m. period was lost with the disappointing numbers of *Life with Lucy* and *The Ellen Burstyn Show*.

Sunday's battle of the movies gave ABC and CBS a fight for 9-11 p.m. Clint Eastwood's *Sudden Impact* gave part one of CBS's lampooning mini-series, *Fresno*, a good race. ABC's movie scored a 19.6/30 while Carol Burnett and company came out on top with a 19.7/30. The Shirley MacLaine-Jack Nicholson comedy on NBC, *Terms of Endearment*, came up with a 15.9/28. It ran until 12:17 a.m., having started at 9:30 p.m., after *Valerie*. *Valerie* pulled in a 15.1/22, below the show's season average of 15.8/23. *Murder, She Wrote* scored right at its season average of 25.8/38 with a 25.8/37. It ranked fifth. *Our House* dropped below its season average (14.3/22) with its 13.2/20 and 50th-place ranking. *Easy Street* dipped below average a bit with a 14.3/21, just under its season numbers of 14.6/22. ABC's *Disney Sunday Movie* moved above its average of 13.0/20 with week eight's score of 14.4/21. CBS's *60 Minutes* edged above its average (23.1/37) with its 11th place 23.3/36.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.6/50
2.	Family Ties	NBC	34.6/49
3.	Cheers	NBC	29.8/43
4.	Moonlighting	ABC	25.9/38
5.	Murder, She Wrote	CBS	25.8/37
6.	Golden Girls	NBC	25.3/42
7.	Who's the Boss	ABC	25.2/38
8.	Night Court	NBC	25.1/38
9.	Growing Pains	ABC	24.8/36
10.	Dallas	CBS	23.7/37
11.	60 Minutes	CBS	23.3/36
12.	Amen	NBC	20.4/34
13.	Fresno, pt. 1	CBS	19.7/30
14.	Sudden Impact	ABC	19.6/30
15.	Kate & Allie	CBS	19.5/29
16.	227	NBC	19.3/33
17.	Unnatural Causes	NBC	19.3/31
18.	Falcon Crest	CBS	18.8/33
19.	Highway to Heaven	NBC	18.7/28
20.	Hunter	NBC	18.3/33
21.	My Sister Sam	CBS	18.2/27
22.	NFL Monday Night Football	ABC	18.1/31
23.	Facts of Life	NBC	18.0/32
24.	Head of the Class	ABC	17.3/26
25.	Perfect Strangers	ABC	17.2/26
26.	Magnum P.I.	CBS	16.9/25
27.	Matlock	NBC	16.6/24
28.	Miami Vice	NBC	16.5/26
29.	Dynasty	ABC	16.2/24
30.	Terms of Endearment	NBC	15.9/28
31.	NFL Football, 7-7:33 p.m., Sun.	NBC	15.9/26
32.	Hill Street Blues	NBC	15.7/30
33.	Equalizer	CBS	15.7/27
34.	ALF	NBC	15.7/23
35.	Webster	ABC	15.5/26
36.	George McKenna Story	CBS	15.5/24
37.	Hotel	ABC	15.3/26
38.	L.A. Law	NBC	15.1/26
39.	Mr. Belvedere	ABC	15.1/24
40.	Valerie	NBC	15.1/22
41.	20/20	ABC	15.0/25
42.	Scarecrow & Mrs. King	CBS	14.9/24
43.	MacGyver	ABC	14.9/23
44.	Disney Sunday Movie	ABC	14.4/21
45.	Amazing Stories	NBC	14.3/21
46.	Easy Street	NBC	14.3/21
47.	Knots Landing	CBS	14.2/21
48.	St. Elsewhere	NBC	13.9/24
49.	You Again?	NBC	13.9/21
50.	Jack & Mike	ABC	13.5/23
51.	Our House	NBC	13.2/20
52.	Simon & Simon	CBS	13.1/19
53.	Monte Carlo, pt. 2	CBS	12.2/19
54.	Mike Hammer	CBS	12.1/18
55.	A Team	NBC	11.8/19
56.	Kay O'Brien	CBS	11.7/21
57.	Dreams of Gold	CBS	11.3/20
58.	1986	NBC	10.9/18
59.	The Wizard	CBS	10.4/18
60.	Starman	ABC	10.3/18
61.	Life: 50 Years	ABC	10.2/18
62.	Sledge Hammer!	ABC	10.1/16
63.	Colbys	ABC	10.0/14
64.	Sidekicks	ABC	9.8/15
65.	Crime Story	NBC	9.5/14
66.	Downtown	CBS	8.6/13
67.	Analysis, Reagan address	ABC	8.3/12
68.	Life With Lucy	ABC	6.6/12
69.	Ellen Burstyn Show	ABC	6.2/11

*indicates premiere episode

liabilities. Seller is owned by John B. Walton and Dean Peninger. Walton owns Walton Radio, Pebble Beach, Calif.-based group of five AM's and five FM's. Peninger is general partner in colocated KADS(AM) Elk City. Buyer is owned by Ronald R. Sewell, former owner of station. It has no other broadcast interests. Filed Nov. 12.

■ KAYI(FM) Muskogee, Okla.; WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYRK(FM) Beaumont, Tex. (KAYI: 106.9 mhz; 97 kw; HAAT: 125 ft.; WYNK: 1380 khz; 5 kw-D; WYNK-FM: 101.5 mhz; 100 kw; HAAT: 400 ft.; KLVI: 560 khz; 5 kw-U; KYRK: 94.1 mhz; 100 kw; HAAT: 672 ft.)—Seeks assignment of license from Hicks Communications Inc. to Narragansett Capital Corp. for $20 million. Seller is Austin, Tex.-based group of four AM's and four FM's headed by Steven Hicks, president. Buyer is Providence, R.I.-based group of one AM, one FM and one TV, headed by John Franks, president. Filed Nov. 7.

■ KKCW(FM) Beaverton, Ore. (103.3 mhz; 100 kw; HAAT: 1,654 ft.)—Seeks assignment of license from Heritage Broadcasting of Portland to Trumper Communications for $7.5 million. Seller is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns cable systems in three states. It recently purchased WISE(AM)-WKSF(FM) Asheville, N.C. ("Changing Hands," Nov. 3). Buyer is owned by Jeff Trumper, former general manager of WLS-AM-FM. It recently purchased WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. ("Changing Hands," Oct. 27). Filed Nov. 10.

■ WJFC(AM) Jefferson City, Tenn. (1480 khz; 500 w-D)—Seeks assignment of license from Jefferson County Broadcasting Co. to DeFuniak Communications Inc. for $100,000. Seller is owned by Paul O. Metcalfe and his wife, Margarete, and Ray Smith, who also own WGRV(AM)-WIKQ(FM) Greeneville, Tenn. Buyer is owned by Arthur F. Dees and Robert F. Schumann. It is Jefferson City-based group of two AM's and two FM's. Filed Nov. 6.

■ KERV-AM/KRVL(FM) Kerrville, Tex. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 94.3 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from Kerrville Radio Co. to Stiles Communications Corp. for $1.1 million. Seller is owned by Wayne Dayton and Joe Abernathy. Dayton has no other broadcast interests. Abernathy has interest in KTON(AM)-KTQN(FM) Belton, Tex. Buyer is owned by Jerry Stiles, who recently purchased KEBQ(FM) Ardmore, Okla. ("Changing Hands," Oct. 27). Filed Nov. 12.

■ WSVI(TV) Christiansted, St. Croix, V.I. (ch. 8; ABC; ERP vis. 200 kw; aur. 20 kw; HAAT: 1,144 ft.)—Seeks assignment of license from Antilles Broadcasting Corp. to Group III Broadcasting Inc. for $4 million. Seller is owned by Baraket Saleh, who owns WSJU(TV) San Juan, P.R. Buyer is subsidiary of Commonwealth Corp., Nashville-based financial services company. It is headed by Gordon Smith, who recently sold WWKS-FM Gallatin, Tenn. Filed Nov. 10.

■ WCEF(FM) Ripley, W.Va. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from C-98 Communications Inc. to Thomas Communications Corp. for $385,000. Seller is owned by Donald L. Staats, Samuel M. Yoho and Edward Jacobson, who have no other broadcast interests. Buyer is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKGI-FM New Martinsville, W. Va. Thomas also has interest in WCSE(AM) Myrtle Beach, S.C. Filed Nov. 10.

New Stations

New FM's

■ Rockledge, Fla.—Rockledge Broadcasting Associates Ltd. Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6401 Azure La., Cocoa Beach, Fla. 32931. Principal is owned by Spencer Allen and four others. It also has interest in WWON(AM)-WNCK(FM) Woonsocket, R.I., and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Filed Nov. 5.

■ Rockledge, Fla.—Gonzales Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3390 Valley Vista Rd., Smyrna, Ga. 30080. Principal is owned by Sue Polk and her husband, Laurence. It has no other broadcast interests. Filed Nov. 5.

■ Rockledge, Fla.—Leslie E. Green seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 89 N. Broadway, Apt. 121, White Plains, N.Y. 10603. Principal has no other broadcast interests. Filed Nov. 5.

■ Valdosta, Ga.—Georgia Public Telecommunications Commission seeks 91.7 mhz, 500 w; HAAT: 236 ft. Principal is state owned agency headed by Frank C. Jones. Filed Nov. 12.

■ Matewan, W.Va.—Three States Broadcasting Co. seeks 106.7 mhz, 1.0 kw; HAAT: 573 ft. Address: Radio Hill, Box 68, Matewan, W.Va. 25678. Principal is principally owned by Clifton Branham. It also owns colocated WHJC-AM. Filed Nov 12.

New TV's

■ Ashland, Ky.—Calvin Ross seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 955 Sylvan Pl., S.W., Atlanta 30303. Principal has no other broadcast interests. Filed Nov. 5.

■ Ashland, Ky.—Harry J. Turner seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Madisonville, Ky.—William Sanders seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 365 ft. Address: 3829 River Road, Ellenwood, Ga. 30049. Principal has no other broadcast interests. Filed Nov. 5.

■ Madisonville, Ky.—Harry J. Turner seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 364.7 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Minden, La.—John Jones Jr. seeks ch. 21; ERP vis. 5,000; aur. 500 kw; HAAT: 166.2 ft. Address: P.O. Box 203, Haughton, La. 71037. Principal has no other broadcast interests. Filed Nov. 5.

■ Sioux Falls, S.D.—John H. Echols seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 570 ft. Address: 6248 Ridgecrest Rd., Dallas 75231. Principal has no other broadcast interests. Filed Nov. 5.

■ Sioux Falls, S.D.—Darryl Madlock seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 569.5 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Nov. 5.

■ Beaumont, Tex.—Johnnie Woodbury seeks ch. 21; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 606.2 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77489. Principal has no other broadcast interests. Filed Nov. 5.

■ Livingston, Tex.—Harry J. Turner seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 213 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Charleston, W.Va.—Melvin Jones seeks ch. 29; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 577 ft. Address: 1006 Los Palmos, Grand Prairie, Tex. 75053. Principal has no other broadcast interests. Filed Nov. 5.

Summary of broadcasting
as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ WTAQ (1300 khz) La Grange, Ill.—Seeks CP to increase night power to 4 kw and change night TL. App. Nov. 13.

■ WQSN (1470 khz) Kalamazoo, Mich.—Seeks CP to increase day power to 900 w and install DA-2. App. Nov. 13.

■ WBEU (960 khz) Beaufort, S.C.—Seeks CP to change city of lic. to Hardeeville, S.C.; change TL, and make changes in ant. sys. App. Nov. 13.

Accepted

■ WAST (1600 khz) Ashtabula, Ohio—Seeks CP to change TL. App. Nov. 13.

■ WATK (900 khz) Antigo, Wis.—Seeks CP to make changes in ant. sys. App. Nov. 13.

FM's

Tendered

■ *KCJH (90.5 mhz) Stockton, Calif.—Seeks CP to change TL and make changes in ant. sys. App. Nov. 12.

Accepted

■ KKLT (98.7 mhz) Phoenix—Seeks CP to change TL and change HAAT to 1,750 ft. App. Nov. 17.

■ KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change TL and change HAAT to 1,003 ft. App. Nov. 12.

■ KVCC (100.7 mhz) Corning, Calif.—Seeks mod. of CP to change TL. App. Nov. 12.

■ KLVE (107.5 mhz) Los Angeles—Seeks mod. of CP to make changes in ant. sys. App. Nov. 17.

■ *KYDS (91.5 mhz) Sacramento, Calif.—Seeks mod. of CP to change TL and make changes in ant. sys. App. Nov. 17.

■ WEBE (107.9 mhz) Westport, Conn.—Seeks mod. of CP to change to non-DA. App. Nov. 12.

■ WJXR (92.1 mhz) MacClenny, Fla.—Seeks CP to change TL and change HAAT to 328 ft. App. Nov. 17.

■ WZEN-FM (100.3 mhz) Alton, Ill.—Seeks CP to change ERP to 18.2 kw and change HAAT to 802.94 ft. App. Nov. 17.

■ *WHSD (88.5 mhz) Hinsdale, Ill.—Seeks mod. of CP to change DA pattern. App. Nov. 17.

■ WWKI (100.5 mhz) Kokomo, Ind.—Seeks mod. of CP to change ERP to 50 kw. App. Nov. 12.

■ KVSV-FM (105.5 mhz) Beloit, Kan.—Seeks CP to change ERP to 3 kw. App. Nov. 12.

■ WCDQ (92.1 mhz) Sanford, Me.—Seeks CP to change ERP to 1.18 kw and make changes in ant. sys. App. Nov. 17.

■ *WUMB-FM (91.9 mhz) Boston—Seeks CP to install aux. sys. App. Nov. 17.

■ WMNB-FM (100.1 mhz) North Adams, Mass.—Seeks CP to change ERP to 1.2 kw and change HAAT to 501.84 ft. App. Nov. 17.

■ WXRZ (94.3 mhz) Corinth, Miss.—Seeks CP to change HAAT to 300 ft. App. Nov. 12.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—Seeks CP to change HAAT to 1,104 ft. and make changes in ant. sys. App. Nov. 17.

■ WYRY (104.9 mhz) Hinsdale, N.H.—Seeks mod. of CP to change TL; change ERP to 1.55 kw, and change HAAT to 456.58 ft. App. Nov. 17.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to 840 w. App. Nov. 17.

■ WSCP-FM (101.7 mhz) Pulaski, N.Y.—Seeks mod. of CP to change TL; change ERP to 2.5 kw, and change HAAT to 365.06 ft. App. Nov. 17.

■ WOJY (100.3 mhz) High Point, N.C.—Seeks mod. of CP to change HAAT to 1,035.17 ft. and make changes in ant. sys. App. Nov. 17.

■ KHHT (97.1 mhz) Minot, N.D.—Seeks CP to change